

Adult Incontinence in Brazil

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Abstracts

Adult incontinence sales continued to show strong volume growth rates in 2016, despite the economic slowdown in the country. More and more companies are investing in increasing awareness about the incontinence subject, a fact that is helping to decrease prejudice against the category. Life expectancy from birth has been rapidly evolving in the country in recent years. In the beginning of the 1990s, the average life expectancy rate in Brazil was 65 years. Today, this figure stands at 75 years and...

Euromonitor International's Adult Incontinence in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Light Adult Incontinence, Moderate/Heavy Adult Incontinence.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Adult Incontinence market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Kimberly-Clark Brasil Indústria E Comércio De Produtos De Higiene Ltda Continues To Lead Tissue and Hygiene in 2016

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